

# AB1609 • California

## Customer service chatbots.

Introduced

Risk: Medium

Comprehensive

Last Action (May 18, 2026): Read second time. Ordered to third reading.

## Summary

CA AB1609: Customer service chatbots. The bill proposes changes to the Business and Professions Code, aiming to regulate chatbot use. Details will be provided upon full text review.

## Business Impact

If you use AI for customer service in California, you must comply with new regulations by the effective date or face penalties.

## Key Provisions

- The bill adds Chapter 22.6.1 to Division 8 of the Business and Professions Code, with details pending full text review.
- Specific requirements for businesses regarding chatbot use will be confirmed once the full bill text is available.
- Definitions of terms such as 'chatbot' and 'customer service interaction' will be clarified upon review of the full bill text.
- Penalties for non-compliance will be detailed in the full bill text.
- Stakeholders likely affected include technology companies, customer service providers, and consumer advocacy groups.

## Compliance Checklist

- Ensure chatbots are not misrepresented as humans | Who: Operators of large private businesses | Penalty: Up to \$10,000 for violations
- Provide clear disclosures about chatbot identity | Who: Operators of large private businesses | Penalty: Up to \$10,000 for violations
- Establish human customer service support within 15 minutes | Who: Operators of large private businesses | Penalty: Up to \$10,000 for violations

## Industries Affected

General

## Topics

User-Facing AI

## Bill Sponsors

| Name      | Party | Role    |
|-----------|-------|---------|
| Rick Zbur | D     | Sponsor |

## Roll Call Votes

| Date       | Description  | Yea | Nay | Result |
|------------|--|-----|-----|--------|
| 2026-05-14 | Do pass  | 11  | 4   | Passed |
| 2026-04-21 | Do pass and be re-referred to the Committee on [Ap | 9   | 3   | Passed |
| 2026-04-16 | Do pass and be re-referred to the Committee on [Ju | 9   | 4   | Passed |

## Related Bills

- AB 1609 (CA)

## Official Source

[https://leginfo.legislature.ca.gov/faces/billStatusClient.xhtml?bill\\_id=202520260AB1609](https://leginfo.legislature.ca.gov/faces/billStatusClient.xhtml?bill_id=202520260AB1609)

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